



Open College of the Arts

Formative feedback

Student name	Peter Walker	Student number	514508
Course/Unit	C&N	Assignment	4
Type of tutorial (eg video/audio/written)	Written		

Overall Comments

*SEE ANNOTATED ESSAY

- This is a good in places and you make some good points, for example the ambivalence between who we want to be and who we are. I'm not sure what the original intent and context of this image is though, which seems important. Was it for a fashion magazine? You could mention that.
- It's a bit 'all over the place' at times. By this, I mean you don't see too sure what not to say so you try to chuck everything in there including a description of Barthes' punctum! Try to achieve a more stream-lined essay that follows a significant thread about identity, fantasy, cultural resonance (the Bible and the movies). You could rearrange it or just move on.
- This is an "Eve photo" reflecting the temptation of Eve in the Bible. They are not uncommon. It may have been a good idea to write a little more about this subject.
- There is no real point in having a video tutorial about an essay. I think you'll find the annotated essay format is probably the best.

Coursework

Demonstration of technical and Visual Skills, Demonstration of Creativity

Your analysis of the Bentley/Breitling watch advert is poor. Are you unaware that you are being manipulated? Most advertising is precisely this, a kind of visual brainwashing to make you want something that is usually useless. In this case, they're trying to sell expensive aspirations to working class people and David Beckham is helping them in their deception.

Why would anyone want an expensive time-telling machine these days? Watches are practically obsolete. So Breitling teams up with a luxury car manufacturer to offer "class"

in a product. Presumably most people can't afford the Bentley so I guess the watch will have to suffice! But everything this advert is trying to 'sell' is actually not for sale. You can't buy 'class', 'cool', 'physical attractiveness' or 'ability'. These things come from work, learning, understanding life. But this advert promises all this in a purchase. It's one big lie. A good advert to analyse, but you should try again. Ask yourself what they want you to think? What associations they're making. What does the Bentley (and other symbols) stand for - wealth etc. These are the ways adverts communicate.

Research

Context, reflective thinking, critical thinking, analysis

Your bibliography is a lot longer than the essay suggests. Are you reading all those books? There isn't any reflection on those books on your blog. It looks pretty bad if you put down unconnected bibliographic lists or cut and paste a paragraph about 'punctum'. Assessors will see right through it once they've read your text.

Learning Log

Context, reflective thinking, critical thinking, analysis

Summarize how you have applied what you've learned from the course to your assignment photographs. Also note down what you've learned from other photographers in executing the assignment.

Your blog is ok but it's not very well developed. Considering the long bibliography in this essay, I'd hope to see more of your own writing and critical analysis on the blog.

Summary

Strengths	Areas for development
<ul style="list-style-type: none">Some good points made.	

Please inform me of how you would like your feedback for the next assignment: written or video/audio.

Tutor name	Robert Enoch
Date	14th November 2018
Next assignment due	30th January 2019